

PROGRAM CHAIR PLANNING GUIDE

**State Bar of Wisconsin
2010 Annual Convention
May 5-7, 2010
Monona Terrace Convention Center
Madison**

IMPORTANT DATES TO REMEMBER:

November 6, 2009

All topics and speakers must be selected and sent via email to *Reggie Driscoll* (rdriscoll@wisbar.org).

In an effort to provide the highest quality CLE programs at our convention, we will be implementing a new process for the 2010 Annual Convention. The convention planning team will work with our staff experts, the CLE Seminars Division, to help produce the CLE programs that will be presented during convention.

The goal of this change is to ensure that convention CLE programs are programs you, our members, find valuable and want to attend.

After you submit a request for a program at convention, program planners from the CLE Seminars Division will contact all of the program chairs to discuss possible topics and speakers. We hope to avoid duplication of programs and encourage co-sponsorships of programs with topics of interest to multiple sections, committees or divisions.

The teamwork of State Bar staff and you, our valued volunteers, will continue the strength and quality of the Convention CLE programs.

December 14, 2009

Speaker materials will be available on wisbar.org by December 14. An email will be sent to all speakers (and copied to program chairs) directing them to the website. All necessary information for speakers (Speaker Release form, deadlines, A/V requests, information on how to submit their written materials, etc.) will be on the website for their convenience.

New for 2010 – Speaker Release Form

All Speakers must submit a signed Speaker Release Form in order to participate in the Convention CLE programs.

December 28, 2009

All speakers must return a Speaker Release form by 12/28/09. You will receive a list of speakers that have not submitted a Speaker Release Form. It is your responsibility to either secure a Release Form from this speaker or recruit a replacement speaker. We will not print the names of any speakers in our promotional materials until we have the release form on file. If we do not have a Speaker Release form on file, the speaker will be taken off the CLE schedule.

March 19, 2010

All speaker outlines **must** be submitted to the State Bar via the website. Outlines submitted after the deadline will **NOT** be included in the convention materials. Printing costs for outlines not submitted by this deadline will be charged back to the sponsoring section, committee, or division. Submit outlines online at www.wisbar.org/convention Outlines must be submitted in one of the following formats:

- Word®
- Excel®
- Power Point®
- Searchable Adobe PDF® file

Role of the Program Chair

The program chair serves as the liaison between the section/division/committee and the State Bar, recruiting speakers, selecting topics, and planning a detailed program schedule. The program chair sends this information to the State Bar. The program chair also helps keep speakers on track with regard to deadlines.

Recognizing the effort and time put in by speakers and program chairs, we would like to offer you a discounted registration fee for the Convention or a complimentary set of materials on CD. Registration information will be available online at www.wisbar.org/convention/registration after January 4, 2010.

Specific Duties for Program Chairs

- Select topics and recruit speakers.
- Send written confirmation to speakers (copy to **Reggie Driscoll**).
- Email the following information to **Reggie Driscoll** by **November 6, 2009**:
 - Speaker name
 - Title
 - Firm/organization name, address, telephone number, and email address
 - Title of presentation
 - Beginning and ending time of presentation

- **Signed Speaker Release Forms for all speakers (December 28 is the deadline for speakers to return their release forms!)**
- Urge speakers to submit outlines (average length is 10 pages) for a 50-minute presentation.
- Remind speakers that attendees have the convention materials on CD only. If they need to refer to materials during their program, they will need to put that portion of their presentation in a Power Point or other audio visual medium.
- Read carefully the section on CLE credit information to maximize the number of credits your program can obtain.
- Notify *Reggie Driscoll* of any out-of-state speakers so that maximum publicity can be obtained.
- Urge speakers to use gender-neutral language.
- Meet and greet all speakers the day of your program.
- Introduce speakers at the Convention during your program
- Adhere to the published schedule in the final Convention brochure.

Role of the State Bar of Wisconsin

- Work with program chairs to meet convention publicity and materials submission deadlines.
- Maintain close contact with all speakers.
- Apply for CLE, EPR, and GAL credits.
- Gather and coordinate speaker outlines to produce CDs.
- Arrange with the facility for meeting room set-up and any audio-visual requirements.
- Reimburse approved speaker expenses (for non-members only).
- Send thank you letters to the speakers.

How to Plan a CLE Program

Planning Tips

- Contact speakers early in order to meet the **November 6, 2009** speaker and topic deadline.
- Diversify your speakers. Think about race, gender, ethnicity, and geographic diversity in planning your speakers.
- Confirm speakers in writing (copy to Reggie Driscoll).
- Consider the following topics to plan your program. These topics were listed as the top 10 competitive challenges facing the legal industry in the Identification of Competitive Challenges Final Report as found in the State Bar of Wisconsin Member Satisfaction Survey, 2006:

- Globalization
- Rapid Evolution of Law
- Technology
- Economic Pressures on the Practice
- Direct Competition in the Provision of Legal Services
- Battle for Legal Talent
- Public Image of the Legal Professional
- Changing Demographics
- Lack of Court Funding
- Work-Life Balance
- Speakers that are from out-of-state may be publicized in the *Wisconsin Lawyer* magazine, *Inside Track* e-newsletter or convention promotional materials. In order to showcase these speakers, we will need their photo and bio by December 28.

CLE Credit Information

- The following is a summary of the conditions of credit approval according to Wisconsin Supreme Court Rules Chapter 31.
- **7.02** "Credit hours shall be rounded down to the nearest whole or half hour. Hours of credit shall be determined by the following formula:
- Total minutes minus nonacademic portions (breaks, introductory remarks, keynote speeches, business meetings) divided by 50 minutes equal the hours of CLE credit. For every half-day of programming in excess of 120 minutes, a minimum of 15 minutes will be deducted as a break allowance for the purpose of calculating hours."
- **7.04** "Credit will not be allowed for any program which in its entirety lasts less than 50 minutes."
- Only live presentations are approved for credit; video presentations are approved only if a qualified person is present to comment and answer questions.
- Each speaker must talk at least 25 minutes to receive CLE credit for their presentation.
- Speakers receive double CLE credit for the time they actually speak.
- Question and answer sessions do not qualify for CLE credit. Panel discussions with questions do qualify.

What the Speakers Need to Know

Presentation

- Tell them the day, date, and time they will speak.
- Confirm the topic of their presentation as well as the other topics that will be covered during the program.
- Tell them the length of their portion of the program.
- Review all deadlines with speakers to be sure they understand the commitment they are making by agreeing to speak at the Convention.

Speaker Release Form – New for 2010

- Remind your speakers that they need to submit a signed Speaker Release Form by December 28.

Outlines

- Tell your speakers that they must prepare a written outline for CLE credit purposes.
- The Board of Bar Examiners requires speakers to prepare “thorough, well-organized, and readable” written materials.
- Outlines are due **March 19, 2010**.
- The average outline is 10 pages in length for a 50-minute presentation.
- All outlines **MUST** be submitted in electronic form on www.wisbar.org/convention or via email to *Reggie Driscoll* at rdriscoll@wisbar.org. In order to have the outlines searchable on the CDs, we must receive the outlines in Word, Excel® or PowerPoint® format.
- The State Bar will contact speakers directly with details regarding outlines.
- Please specifically request that the speakers adhere to the guidelines set forth for their outlines.

Use of Gender-neutral Language

- The State Bar is strongly committed to using gender-neutral language. Speakers will receive guidelines in their speaker planning guide. Please encourage speakers to follow these guidelines.
 - Omit the pronoun: “An attorney should keep current records.”
 - Use the plural instead of the singular: “Attorneys should keep their records current.”
 - Reword if it is difficult to use a neutral pronoun: “It’s important to keep current records.”
 - If all else fails, use both masculine and feminine pronouns: “An attorney should keep his or her records current.”

- Avoid using gender-specific occupational titles (“waitress”) or gender modifiers that suggest certain fields are normally the domain of one gender (“male nurse, lady surgeon”).
- Avoid examples that express implicit gender stereotypes (“Employees and their wives”).

Written Materials

Printing

- The State Bar will produce all speaker outlines received by **March 19, 2010** on fully searchable convention CDs.
- Past comments from convention evaluations indicate that members get very frustrated when all of the materials are not included on the CDs.
- The cost of printing any outlines will be charged back to the section, committee, or division sponsoring the CLE program.

Deadline: Speaker outlines are due **March 19, 2010**.

Honorarium Policy

- The State Bar of Wisconsin Convention policy is that no honorarium be paid to speakers who are licensed to practice law in Wisconsin.

Expense Policy

- State Bar policy requires that convention-related expenses be reimbursed by the Convention budget.

Program Chairs

- Expenses directly related to convention program planning will be reimbursed up to a maximum of \$100 per convention. Please itemize your expenses and include receipts.
- Section and program chairs are responsible for their own convention registration fee at the reduced program chair rate, travel, parking, food, lodging, and special event fees.

Speakers Who are Members of the State Bar of Wisconsin

- All speakers are responsible for their own convention registration fee (at the reduced speaker rate) and special event fees.
- Unless the section has made arrangements to reimburse speakers using section funds, speakers are responsible for travel, parking, food, and lodging expenses. The section chair must notify the program chair, as well as *Reggie Driscoll*, if the section intends to reimburse using section funds.

Speakers Who are Not Members of the State Bar of Wisconsin, Presenting on Behalf of a State Bar Committee, Section, or Division

- Speakers are responsible for their own convention registration fee and special event fees.
- If you want to include in your program speakers who are not State Bar members and you want the State Bar to reimburse their travel and lodging expenses, please submit a request to Reggie Driscoll as soon as possible. The State Bar will not reimburse travel and lodging expenses for any speaker at Convention unless approved in advance. **(New for 2010)**
- The State Bar will pay for a single sleeping room the evening prior to the speaker's presentation. A second evening's lodging will be covered only if travel plans require a second overnight stay.
- The State Bar will pay for meals associated with the convention, within the State Bar per diem guidelines in the Expense Reimbursement Policy. See also the Expense Reimbursement Form (Non-State Bar Members Only).
- The State Bar will pay for travel expenses related to the convention. Automobile mileage will be reimbursed at \$.55 per mile (or the current IRS-approved rate). Coach air fare, taxi fares, and car rental are covered.
- All spouse's and children's expenses will be borne by the speaker.

Audio Visual Needs

- Please submit your Audio Visual needs online at www.wisbar.org/convention by **Friday, April 9, 2010**. We may be unable to accommodate requests for audio visual equipment received after the **April 9** deadline. To submit any Audio Visual requests after the April 9, 2010 deadline, please contact Sunny Saddudin at ssadudin@wisbar.org.

A Word About Deadlines

- Because of the complex nature of the convention, the State Bar sticks closely to the deadlines. Early planning of programs will allow us to publicize speakers and topics in the convention promotional materials and generate early interest in the programs.
- The State Bar sends outline reminder notices to the speakers; most are able to meet the CD production deadline. We may solicit your help to persuade a speaker to send in their outline.

Who to Contact at the State Bar

Your main contact for convention matters will be:

Reggie Driscoll

Meeting Planner

State Bar of Wisconsin

5302 Eastpark Blvd.

Madison, WI 53718

Phone: (608) 250-6100 or (800) 444-9404, extension 6100

Fax: (608) 257-5502

Email: rdriscoll@wisbar.org